

STORY IDEAS



HOW TO BUILD STORIES ABOUT THE ECONOMIC CENSUS

This kit includes lots of material for stories. You can create your own "exclusive" angle using additional resources on the enclosed CD-ROM and at www.census.gov/2002promo. Underlined terms below are actual hyperlinks on the corresponding page on the CD or website.

Story Ideas

How many businesses will get forms?

Most businesses in your industry or area will receive economic census forms. How many? See the estimate included in the cover letter or look up estimates for other [industries](#) or [areas](#).

Firsts in the 2002 Economic Census

- ◆ **New questions** on most forms (e-commerce sales, leased employees, supply chain / outsourcing)
- ◆ **New industries** in NAICS 2002 (residential remodelers, discount department stores, electronic auctions, Internet publishing and broadcasting,...)
- ◆ **New procedures** (E-reporting, on-line help site,...)

What does the Economic Census ask, and why?

See the [list of census questions](#) along with a description of the ways the information is used.

If you specialize in a particular industry, look at the [census form for that industry](#). There are over 600 variants of the census form so that businesses are asked to respond in terms most meaningful to them.

What makes the Economic Census so important?

The Economic Census provides the foundation for many of the economic indicators America uses, like GDP and monthly retail sales.

Economic policy makers in Federal, state, and local governments use Economic Census data to project trends, plan for development, and assess the impact of changes in the economy.

Businesses study their own industries and look for business markets, as illustrated in "[How People Use Economic Census Data](#)" in this kit.

In business since 1810

Think the Economic Census is a new federal program? The Economic Census traces its roots to the 1810 Decennial Census, when questions were asked about manufacturing along with questions about the population. [See an article about the history of the economic census](#).

Resources

Interviews

Interview Census officials.

Make arrangements at 1-877-790-1876.

Interview people who use Economic Census data:

- ◆ Ask people in your own organization, or leaders in your industry or community, to tell how they use Economic Census data.
- ◆ Contact the state data center in your state. See <http://www.census.gov/sdc/www/>.
- ◆ Incorporate quotes from business leaders and economists, as shown in "[Testimonials](#)" in this kit. Call 877-790-1876 to add your own comment to this list.

Incorporate 1997 Economic Census facts

- ◆ Look up [data for your area](#) at the address in the cover letter, or view data for any area on the web.
- ◆ Look up [data for your industry](#) from the Economic Census, such as the distribution of industry revenue by state; notes on the comparability of historic data; and links to more recent data.
- ◆ Compare your area to neighboring counties or states, or your industry to competing or complementary industries. You can use [American FactFinder](#) to rank areas or industries.
- ◆ See if your industry is redefined in [NAICS 2002](#).

Sample editorials

Does your organization use Economic Census data? You can give your readers or members a direct and persuasive message about their prompt and conscientious participation in the census. [See sample editorials](#).

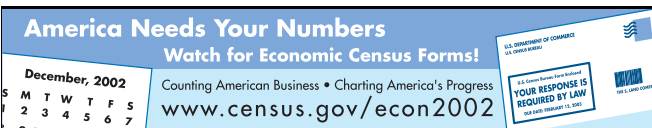
Graphics

The Economic Census logo and graphics from public service ads are included in this kit. Other sizes and images are also available in [.gif](#), [.pdf](#) and [Quark](#) formats. Display a public-service banner ad on your website.

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